



DEPARTMENT OF HEALTH AND HUMAN SERVICES

Invitation to Become a National Youth Sports Strategy Champion

AGENCY: Office of Disease Prevention and Health Promotion, Office of the Assistant Secretary for Health, Office of the Secretary, Department of Health and Human Services.

ACTION: Notice.

SUMMARY: The Office of Disease Prevention and Health Promotion (ODPHP) invites public and private sector organizations that support the *National Youth Sports Strategy* (NYSS) to become a National Youth Sports Strategy Champion (NYSS Champion). NYSS Champions will receive recognition from ODPHP and the President's Council on Sports, Fitness, and Nutrition (PCSFN) on Health.gov, a digital NYSS Champion badge to highlight their support of the NYSS, and tools to disseminate the NYSS and promote physical activity.

DATES: Online applications will be accepted starting on [INSERT UPON DATE OF PUBLICATION IN THE FEDERAL REGISTER] and will be reviewed on a rolling basis.

ADDRESSES: Interested organizations are invited to submit an online NYSS Champion application, which can be found at: <https://health.gov/our-work/nutrition-physical-activity/national-youth-sports-strategy/nyss-champions/become-nyss-champion>. Questions about NYSS Champions may be emailed to sports@hhs.gov.

FOR FURTHER INFORMATION CONTACT: Katrina L. Piercy, Ph.D., R.D.,
Office of Disease Prevention and Health Promotion (ODPHP), Office of the Assistant
Secretary for Health (OASH), U.S. Department of Health and Human Services (HHS);
1101 Wootton Parkway, Suite 420; Rockville, MD 20852; Telephone: (240) 276–9578.
Email: sports@hhs.gov.

SUPPLEMENTARY INFORMATION:

Background: On behalf of the U.S. Department of Health and Human Services (HHS), ODPHP leads the development and implementation of the Physical Activity Guidelines for Americans and the National Youth Sports Strategy and manages the PCSFN. The PCSFN is the only federal advisory committee focused solely on the promotion of physical activity, fitness, sports, and nutrition.

HHS released the NYSS in September 2019 in response to Executive Order 13824. ODPHP led the development of the NYSS, in collaboration with the Centers for Disease Control and Prevention and the National Institutes of Health, and with recommendations from the PCSFN. The NYSS aims to unite U.S. youth sports culture around a shared vision: that one day, all youth will have the opportunity, motivation, and access to play sports. The NYSS specifically outlines steps for everyone to take action and help improve the youth sports landscape in the United States. A framework for understanding youth sports participation highlights opportunities and action items for youth, adults, organizations, communities, and public agencies (https://health.gov/sites/default/files/2019-10/NYSS_ExecutiveSummary.pdf). NYSS

Champion organizations are working toward the NYSS vision and are promoting and supporting youth sports, particularly in underserved populations.

Requirements of Interested Organizations: ODPHP invites organizations that support youth sports and that demonstrate efforts toward improving the youth sports landscape in the United States to apply online to become an NYSS Champion. The online application is available at: <https://health.gov/our-work/nutrition-physical-activity/national-youth-sports-strategy/nyss-champions/become-nyss-champion>. Participating organizations will sign a Partnership Agreement and Trademark License (Agreement) to outline the terms and parameters of their support for the NYSS. Organizations with an active Agreement will be granted use of the digital NYSS Champion badge as long as the organization continues to work in alignment with the NYSS. Use of the NYSS Champion badge does not imply any federal endorsement of the collaborating organization's general policies, activities, or products.

Eligibility for Interested Organizations: To be eligible to become an NYSS Champion, an organization shall: (1) have a demonstrated interest in, understanding of, and experience with supporting youth sports; (2) have an organizational or corporate mission that is aligned with the NYSS vision; and (3) agree to sign an Agreement with ODPHP, which will set forth the details of how the organization is supporting the vision of the NYSS.

Application Requirements:

Organizations may apply to be an NYSS Champion. Organizations should complete a NYSS Champion application located at: <https://health.gov/our-work/nutrition-physical-activity/national-youth-sports-strategy/nyss-champions/become-nyss-champion> and describe in their application their support of the NYSS vision that one day, all youth will

have the opportunity, motivation, and access to play sports. Each NYSS Champion application shall contain:

- (1) organization name, location, website, and submitter's contact information;
- (2) a brief description of the organization's mission and/or values; and
- (3) a description of how the organization supports or plans to support the NYSS vision, such as prioritizing underserved populations, donating funds or equipment, or alignment with specific opportunities and action items outlined in the NYSS (https://health.gov/sites/default/files/2019-10/NYSS_ExecutiveSummary.pdf).

Submission of an application does not guarantee acceptance as an NYSS Champion. ODPHP will review and evaluate applications for alignment with the NYSS vision.

Paul Reed,
Deputy Assistant Secretary for Health,
Office of Disease Prevention and Health Promotion.

[FR Doc. 2023-00378 Filed: 1/10/2023 8:45 am; Publication Date: 1/11/2023]